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EXAMINER

LEROUX, ETIENNE PIERRE

ART UNIT	PAPER NUMBER
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2171

DATE MAILED: 09/11/2003

5

Please find below and/or attached an Office communication concerning this application or proceeding.

**Office Action Summary**

Application No.

09/823,704

Applicant(s)

ITO ET AL.

Examiner

Etienne P LeRoux

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-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

**Period for Reply**

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If the period for reply specified above is less than thirty (30) days, a reply within the statutory minimum of thirty (30) days will be considered timely.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133).
- Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

**Status**

- 1) ☐ Responsive to communication(s) filed on \_\_\_\_.
- 2a) ☐ This action is **FINAL**. 2b) ☒ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

**Disposition of Claims**

- 4) ☒ Claim(s) 1-34 is/are pending in the application.
- 4a) Of the above claim(s) \_\_\_\_ is/are withdrawn from consideration.
- 5) ☐ Claim(s) \_\_\_\_ is/are allowed.
- 6) ☒ Claim(s) 1-34 is/are rejected.
- 7) ☐ Claim(s) \_\_\_\_ is/are objected to.
- 8) ☐ Claim(s) \_\_\_\_ are subject to restriction and/or election requirement.

**Application Papers**

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☒ The drawing(s) filed on 30 March 2001 is/are: a) ☒ accepted or b) ☐ objected to by the Examiner.
- Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
- 11) ☐ The proposed drawing correction filed on \_\_\_\_ is: a) ☐ approved b) ☐ disapproved by the Examiner.
- If approved, corrected drawings are required in reply to this Office action.
- 12) ☐ The oath or declaration is objected to by the Examiner.

**Priority under 35 U.S.C. §§ 119 and 120**

- 13) ☒ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☒ All b) ☐ Some \* c) ☐ None of:
1. ☒ Certified copies of the priority documents have been received.
2. ☐ Certified copies of the priority documents have been received in Application No. \_\_\_\_.
3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).
- \* See the attached detailed Office action for a list of the certified copies not received.
- 14) ☐ Acknowledgment is made of a claim for domestic priority under 35 U.S.C. § 119(e) (to a provisional application).
- a) ☐ The translation of the foreign language provisional application has been received.
- 15) ☐ Acknowledgment is made of a claim for domestic priority under 35 U.S.C. §§ 120 and/or 121.

**Attachment(s)**

- 1) ☒ Notice of References Cited (PTO-892)
- 2) ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)
- 3) ☐ Information Disclosure Statement(s) (PTO-1449) Paper No(s) \_\_\_\_.
- 4) ☐ Interview Summary (PTO-413) Paper No(s). \_\_\_\_.
- 5) ☐ Notice of Informal Patent Application (PTO-152)
- 6) ☐ Other: \_\_\_\_\_

***Claim Rejections - 35 USC § 112***

1. The following is a quotation of the second paragraph of 35 U.S.C. 112:

The specification shall conclude with one or more claims particularly pointing out and distinctly claiming the subject matter which the applicant regards as his invention.

2. Claims 16-21 are rejected under 35 U.S.C. 112, second paragraph, as being indefinite for failing to particularly point out and distinctly claim the subject matter which applicant regards as the invention.

Claim 16 recites “a step of falsely opening the Web site by means of a computer of the client using the pseudo display.” It is unclear how a web site is falsely opened. Furthermore, claim 19 includes similar language.

Claims 17, 18, 20 and 21 are rejected for being dependent from a rejected base claim.

***Claim Rejections - 35 USC § 102***

1. The following is a quotation of the appropriate paragraphs of 35 U.S.C. 102 that form the basis for the rejections under this section made in this Office action:

A person shall be entitled to a patent unless –

(e) the invention was described in (1) an application for patent, published under section 122(b), by another filed in the United States before the invention by the applicant for patent or (2) a patent granted on an application for patent by another filed in the United States before the invention by the applicant for patent, except that an international application filed under the treaty defined in section 351(a) shall have the effects for purposes of this subsection of an application filed in the United States only if the international application designated the United States and was published under Article 21(2) of such treaty in the English language.

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2. Claims 1-13, 15, 22, 23, 26, 28, 29, 31 and 32 are rejected under 35 U.S.C. 102(e) as being anticipated by US Pat No 6,460,060 issued to Maddalozzo et al (hereafter Maddalozzo '060).

**Claim 1:**

Maddalozzo '060 discloses an apparatus for retrieving information from a site on a network, said apparatus comprising:

- a storage device having prestored therein various information about predetermined one or more sites and search information for calling up the sites [col 5, line 60 through col 6, line 5];
- a display device [Fig 1, 126];
- an operator unit [Fig 1, 128];
- a processor device coupled with said storage device [Fig 1, 102],
- said display device and said operator unit, said processor device being adapted to:
  - read out the information stored in said storage device; cause the read-out information to be displayed on said display device [col 2, lines 36-45]
  - transmit, when a predetermined item of information is selected from among the information displayed on said display device in response to an operation of said operator unit, the search information corresponding to the selected item of information to the network [Fig 5]
  - receive information supplied from a particular one of the sites, via the network, in response to the transmitted search information [Fig 4A and col 6, lines 50-65].

**Claims 2, 5, 7, 10, 28 :**

Maddalozzo '060 discloses wherein said processor device is further adapted to cause the information received from the particular site to be displayed on said display device [Fig 1, 126].

**Claim 3:**

Maddalozzo '060 discloses wherein said storage device has stored therein display program information for providing a visual display content identical or similar to a Web page for each of the sites and address information for calling up the Web page of each of the sites, and wherein said processor device first causes a visual display content identical or similar to the Web page for one of the sites selected in response to an operation of said operation unit to be displayed on said display device, without accessing the network, on the basis of readout of the display program information stored in said storage device, and then, when a predetermined item of information is selected from among the information displayed on said display device in response to an operation of said operator unit, transmits, as the search information, the address information of the Web page corresponding to the selected predetermined item of information to the network, to thereby establish a connection with one of the sites on the network which corresponds to the transmitted address information [abstract, Fig 4A and col 6, lines 50-65, Fig 5 and col 2, lines 36-45].

**Claim 4:**

Maddalozzo '060 discloses a method for retrieving information from a site on a network, said method comprising: a step of distributing in advance, to a client, a storage medium having prestored therein various information about predetermined one or more sites and search information for calling up the

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sites; a step of reading out stored information from said storage medium distributed to the client and causing the read-out stored information to be displayed on a display device; a step of causing a user to select an item of information from among the information displayed on said display device; a step of, when a predetermined item of information is selected, transmitting the search information corresponding to the selected item of information to the network; and a step of receiving information supplied from a particular one of the sites via the network in response to the transmitted search information [abstract, Fig 4A and col 6, lines 50-65, Fig 5 and col 2, lines 36-45]

**Claim 6:**

Maddalozzo '060 discloses a computer program comprising a group of instructions for causing a computer to perform a method for retrieving information from a site on a network, said method comprising the steps of: reading out stored information from a storage medium having prestored therein various information about predetermined one or more sites and search information for calling up the sites and causing the read-out stored information to be displayed on a display device, without accessing the network; causing a user to select an item of information from among the information displayed on said display device; transmitting, when a predetermined item of information is selected, the search information corresponding to the selected item of information to the network; and receiving information supplied from a particular one of the sites via the network in response to the transmitted search information [abstract, Fig 4A and col 6, lines 50-65, Fig 5 and col 2, lines 36-45]

**Claim 8:**

Maddalozzo '060 discloses a computer program as claimed in claim 6 wherein said storage medium has stored therein display program information for providing a visual display content identical or similar to a Web page for each of the sites and address information for calling up the Web page of each of the sites, and wherein said step of reading out causes the visual display content identical or similar to the Web page for a selected one of the sites to be displayed on said display device, without accessing the network, on the basis of readout of the display program information stored in said storage medium, and wherein when the predetermined item of information is selected by said step of causing, said step of transmitting transmits, as the search information, the address information of the Web page corresponding to the selected predetermined item of information to the network, to thereby establish a connection with one of the sites on the network which corresponds to the address information [abstract, Fig 4A and col 6, lines 50-65, Fig 5 and col 2, lines 36-45]

**Claim 9:**

Maddalozzo '060 discloses a machine-readable storage medium containing a group of instructions to cause said machine to perform a method for retrieving information from a site on a network, said method comprising the steps of: reading out stored information from a memory having prestored therein various information about predetermined one or more sites and search information for calling up the sites and causing the read-out stored information to be displayed on a display device, without accessing the network; causing a user to select an item of information from among the information displayed on said display device; transmitting, when a predetermined item of information is selected, the search information corresponding to the

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selected item of information to the network; and receiving information supplied from a particular one of the sites via the network in response to the transmitted search information [abstract, Fig 4A and col 6, lines 50-65, Fig 5 and col 2, lines 36-45]

**Claim 11:**

Maddalozzo '060 discloses a machine-readable storage medium wherein said memory has stored therein display program information for providing a visual display content identical or similar to a Web page for each of the sites and address information for calling up the Web page of each of the sites, and wherein said step of reading out causes the visual display content identical or similar to the Web page for a selected one of the sites to be displayed on said display device, without accessing the network, on the basis of readout of the display program information stored in said storage medium, and wherein when the predetermined item of information is selected by said step of causing, said step of transmitting transmits, as the search information, the address information of the Web page corresponding to the selected predetermined item of information to the network, to thereby establish a connection with one of the sites on the network which corresponds to the address information [abstract, Fig 4A and col 6, lines 50-65, Fig 5 and col 2, lines 36-45]

**Claim 12:**

Maddalozzo '060 discloses a machine-readable storage medium containing program information for displaying a pseudo Web page and a group of data accompanying said program information, said program information and said group of data being read out from said storage medium when a method for displaying the pseudo Web page is performed by the machine, wherein said program information comprises information for providing pseudo Web

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pages identical or similar to Web pages for one or more predetermined sites on a network, and said group of data includes search information for calling up real Web pages from the predetermined sites [abstract, Fig 4A and col 6, lines 50-65, Fig 5 and col 2, lines 36-45]

**Claim 13:**

Maddalozzo '060 discloses a machine-readable storage medium wherein said method for displaying the pseudo Web page includes: a step of displaying a pseudo Web page on the basis of said program information without accessing the network; and a step of, while the pseudo Web page is being displayed in accordance with a predetermined instruction, obtaining a real Web page from one of the predetermined sites on the network by use of the search information accompanying said program information [Fig 5].

**Claim 15:**

Maddalozzo '060 discloses wherein said program information includes a program showing a procedure necessary for obtaining information that is obtainable from the predetermined sites [abstract].

**Claim 22:**

Maddalozzo '060 discloses an information retrieval system for searching for information and delivering the searched-for information via a network, said information retrieval system comprising: a server apparatus comprising: a storage device storing therein information to be supplied in response to search information; and a processor device coupled with said storage device and adapted to: receive search information supplied via the network; read out, from said storage device, information corresponding to the received search information; and output the read-out information to the network; and a client apparatus comprising: a memory storing therein

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information to be displayed in response to search information; a display device; an operator unit; and a processor device coupled with said memory, said display device and said operator unit, said processor device being adapted to: read out the information stored in said memory; cause the read-out information to be displayed on said display device; transmit, when a predetermined item of information is selected from among the information displayed on said display device in response to an operation of said operator unit, the search information corresponding to the selected item of information to the network; and receive information read out from said storage device of said server apparatus, via the network, in response to the transmitted search information [abstract, Fig 4A and col 6, lines 50-65, Fig 5 and col 2, lines 36-45]

**Claim 23:**

Maddalozzo '060 discloses an information retrieval system as claimed in claim 22 wherein the information to be supplied stored in said storage device of said server apparatus includes at least display program information for providing a Web page, and wherein the information to be displayed stored in said memory of said client apparatus includes display program information of a pseudo Web page for providing a visual display content identical or similar to the Web page [abstract, Fig 4A and col 6, lines 50-65, Fig 5 and col 2, lines 36-45].

**Claims 26 and 29:**

Maddalozzo '060 discloses a computer-readable storage medium containing a file to be used by a computer of a client so that the client can receive a desired item from a server via a network, said file including: a plurality of items of specifying information each specifying one of a limited plurality of items that are among all items capable of being supplied by said server; and

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a plurality of items of display information each indicative of a display object that shows one of the limited plurality of items, wherein each of the items of specifying information and display information is described in a link-enabling format, and each of the items of specifying information and/or a visual presentation of the display object are linked with an address in said server [col 4, lines 31-45, abstract, Fig 4A and col 6, lines 50-65, Fig 5 and col 2, lines 36-45].

**Claim 31:**

Maddalozzo '060 discloses a method for a user to access a server on a network to order a product from the server, said method comprising:

- a first step of reading out a predetermined file by means of a computer of the user without accessing the network, said predetermined file including a plurality of items of specifying information each specifying one of a limited plurality of products that are among all products capable of being ordered from said server and a plurality of items of display information each indicative of a display object that shows one of the limited plurality of products, each of the items of specifying information and display information being described in a link-enabling format, each of the items of specifying information and/or a visual presentation of the display object being linked with an address of a screen for ordering a corresponding product from said server [col 4, lines 31-45, abstract, Fig 4A and col 6, lines 50-65, Fig 5 and col 2, lines 36-45].
- a second step of causing items of the specifying information and/or the display objects to be displayed on a display device, on the basis of the predetermined file read out by said first step [Fig 1, 126].

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- o a third step of allowing a selection of the items of specifying information and/or the display objects displayed on said display device [Fig 1, 126]
- o a fourth step of requesting said server to supply a screen of the address linked with the item of specifying information and/or the display object selected by said third step, obtaining the screen, and then causing said display device to display, on the basis of the screen, a screen for ordering a product corresponding to the selected item of specifying information and/or the display object from said server, wherein after said fourth step, a procedure for ordering the product is carried out by accessing said server via the network. [col 4, lines 31-45, abstract, Fig 4A and col 6, lines 50-65, Fig 5 and col 2, lines 36-45]

**Claim 32:**

Maddalozzo '060 discloses a machine-readable storage medium containing a group of instructions to cause said machine to perform a method for a user to access a server on a network to order a product from the server, said method comprising:

- o a first step of reading out a predetermined file by means of a computer of the user without accessing the network, said predetermined file including a plurality of items of specifying information each specifying one of a limited plurality of products that are among all products capable of being ordered from said server and a plurality of items of display information each indicative of a display object that shows one of the limited plurality of products, each of the items of specifying information and display information being described in a link-enabling format, each of the items of specifying information and/or a visual presentation of the display object being linked with an address of a screen for

ordering a corresponding product from said server; [col 4, lines 31-45, abstract, Fig 4A and col 6, lines 50-65, Fig 5 and col 2, lines 36-45]

- a second step of causing items of the specifying information and/or the display objects to be displayed on a display device, on the basis of the predetermined file read out by said first step [Fig 1, 26]
- a third step of allowing a selection of the items of specifying information and/or the display objects displayed on said display device [Fig 1, 26]
- a fourth step of requesting said server to supply a screen of the address linked with the item of specifying information and/or the display object selected by said third step, obtaining the screen, and then causing said display device to display, on the basis of the screen, a screen for ordering a product corresponding to the selected item of specifying information and/or the display object from said server, wherein after said fourth step, a procedure for ordering the product is carried out by accessing said server via the network. [col 4, lines 31-45, abstract, Fig 4A and col 6, lines 50-65, Fig 5 and col 2, lines 36-45]

### ***Claim Rejections - 35 USC § 103***

3. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

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4. Claims 14, 16-21, 24, 25 and 27 are rejected under 35 U.S.C. 103(a) as being unpatentable over Maddalozzo '060 in view of Pub No US 2003/0154135 issued to Covington et al (hereafter Covington '135).

**Claims 14, 27:**

Maddalozzo '060 discloses the elements of claim 12 as noted above.

Maddalozzo fails to disclose wherein said program information includes a program for selling products that can be sold at the predetermined sites.

Covington '135 discloses wherein said program information includes a program for selling products that can be sold at the predetermined sites [abstract]

It would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Maddalozzo '060 to include wherein said program information includes a program for selling products that can be sold at the predetermined sites as taught by Covington '135.

The ordinarily skilled artisan would have been motivated to modify Maddalozzo '060 as above for the purpose of improving the invention by including an interactive system and method for shopping [abstract]

**Claims 16, 19:**

Maddalozzo '060 discloses a step of distributing in advance, to a client, a pseudo display program identical or similar to at least a portion of a display program at a Web site, a step of falsely opening the Web site by means of a computer of the client using the pseudo display program distributed by said step of distributing, without intervention of the network [col 7, lines

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8-26], and a step of actually connecting to the Web site via the network at a predetermined stage in the course of execution of the pseudo display program [col 7, lines 35-45]

Maddalozzo '060 fails to disclose and then going forward with a procedure for selling or distributing the product or information in accordance with a visual presentation based on the display program supplied by the Web site.

Covington '135 discloses and then going forward with a procedure for selling or distributing the product or information in accordance with a visual presentation based on the display program supplied by the Web site [abstract]

It would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Maddalozzo '060 to include and then going forward with a procedure for selling or distributing the product or information in accordance with a visual presentation based on the display program supplied by the Web site as taught by Covington '135.

The ordinarily skilled artisan would have been motivated to modify Maddalozzo '060 as above for the purpose of improving the invention by including an interactive system and method for shopping [abstract]

**Claims 17 and 20:**

Maddalozzo '060 discloses the elements of claim 16 as noted above.

Maddalozzo '060 fails to disclose a step of allowing a portion of the product or information to be sold or distributed in the course of the procedure for selling or distributing the product or information, and wherein only a portion of the product or information can be sold or distributed by the Web site.

Official Notice is taken that a step of allowing a portion of the product or information to be sold or distributed in the course of the procedure for selling or distributing the product or information, and wherein only a portion of the product or information can be sold or distributed by the Web site is well-known and expected in the art.

The ordinarily skilled artisan would have been motivated to modify Maddalozzo '060 as above for the purpose of not disclosing a manufacturer's proprietary information.

**Claims 18, 21 and 25:**

Maddalozzo '060 discloses the elements of claims 16 and 17 as noted above.

Maddalozzo '060 fails to disclose wherein said product or information is musical composition data, and a portion of a musical composition data file of a music piece can be sold or distributed by the Web site.

Covington '135 discloses wherein said product or information is musical composition data, and a portion of a musical composition data file of a music piece can be sold or distributed by the Web site [paragraphs 6, 101 and 178]

It would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Maddalozzo '060 to include wherein said product or information is musical composition data, and a portion of a musical composition data file of a music piece can be sold or distributed by the Web site as taught by Covington '135.

The ordinarily skilled artisan would have been motivated to modify Maddalozzo '060 as above for the purpose of improving the invention by providing an interactive system and method for shopping for a music product.

**Claim 24:**

Maddalozzo '060 discloses the elements of claim 22 as noted above.

Maddalozzo '060 fails to disclose wherein said storage device of said server apparatus stores therein one or more items of the information to be supplied, and wherein said processor device of said client apparatus is further adapted to: select a portion of one item of information to be supplied, in response to an operation of said operator unit; and obtain the selected portion of one item of information to be supplied, from said server apparatus via the network.

Covington '135 discloses wherein said storage device of said server apparatus stores therein one or more items of the information to be supplied, and wherein said processor device of said client apparatus is further adapted to: select a portion of one item of information to be supplied, in response to an operation of said operator unit; and obtain the selected portion of one item of information to be supplied, from said server apparatus via the network [paragraph 74]

It would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Maddalozzo '060 to include wherein said storage device of said server apparatus stores therein one or more items of the information to be supplied, and wherein said processor device of said client apparatus is further adapted to: select a portion of one item of information to be supplied, in response to an operation of said operator unit; and obtain the selected portion of one item of information to be supplied, from said server apparatus via the network as taught by Covington '135.

The ordinarily skilled artisan would have been motivated to modify Maddalozzo '060 as above for the purpose of improving the invention by providing a client the ability to control access to lists which the client puts out on the Internet.

5. Claim 30 is rejected under 35 U.S.C. 103(a) as being unpatentable over Maddalozzo '060 in view of US Pat No 6,405,203 issued to Collart (hereafter Collart '203).

**Claim 30:**

Maddalozzo '060 discloses the essential elements of claim 26 as noted above.

Maddalozzo '060 fails to disclose wherein further information indicative of a display object for a version upgrade is described in said file in a link-enabling format, and a visual presentation of the display object for the version upgrade is linked with a Web address for downloading updated contents of said file.

Collart '203 discloses wherein further information indicative of a display object for a version upgrade is described in said file in a link-enabling format, and a visual presentation of the display object for the version upgrade is linked with a Web address for downloading updated contents of said file [Figs 7A and 7B]

It would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Maddalozzo '060 to include wherein further information indicative of a display object for a version upgrade is described in said file in a link-enabling format, and a visual presentation of the display object for the version upgrade is linked with a Web address for downloading updated contents of said file as taught by Collart '203.

The ordinarily skilled artisan would have been motivated to modify Maddalozzo '060 as above for the purpose of improving the invention by providing a means to include software package updates.

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6. Claims 33 and 34 are rejected under 35 U.S.C. 103(a) as being unpatentable over the combination of Maddalozzo '060 and Covington '135 and further in view of Collart '203.

**Claim 33.**

An apparatus for a user to access a server on a network to order a product from the server, said apparatus comprising: a storage medium storing therein a predetermined file including a plurality of items of specifying information each specifying one of a limited plurality of products that are among all products capable of being ordered from said server and a plurality of items of display information each indicative of a display object that shows one of the limited plurality of products, each of the items of specifying information and display information being described in a link-enabling format, each of the items of specifying information and/or a visual presentation of the display object being linked with an address of a screen for ordering a corresponding product from said server; a display device; an operator unit; and a processor device coupled with said storage medium, said display device and said operator unit, said processor device being adapted to: read out the predetermined file from said storage medium; cause items of the specifying information and/or the display objects to be displayed on said display device, on the basis of the read-out predetermined file; allow a selection of the items of specifying information and/or the display objects displayed on said display device, in response to an operation of said operator unit; request said server to supply a screen of the address linked with the selected item of specifying information and/or display object, obtain the screen, and then cause said display device to display, on the basis of the obtained screen, a screen for ordering a product corresponding to the selected item of specifying information and/or display object from said server; and carry out, after the screen for ordering the product is displayed on said display

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device, a procedure for ordering the product by accessing said server via the network [refer to above rejection of claims 14, 16-21, 24, 25, 27 and 30]

**Claim 34:**

A computer-readable storage medium storing therein a file for use in a product order method in which a user proceeds from a product-specifying screen to a procedure for ordering the product when the user desires to order the product by accessing a server on a network, wherein a plurality of items of specifying information each specifying one of a plurality of products and a plurality of items of display information each indicative of a related display object are each described in said file in a link-enabling format, the related display objects have at least first and second display modes, each of the items of specifying information is allocated at least one of the related display objects which has one of said first and second display modes, each of the items of specifying information allocated the related display object having said first display mode specifies one of a limited plurality of products that are among all products capable of being ordered by accessing said server, a visual presentation of the related display object having said first display mode is linked with an address of the product-specifying screen that shows the product specified by the item of specifying information corresponding to the related display object, a visual presentation of the related display object having said second display mode is linked with a particular directory in said storage medium, and the product specified by the specifying information allocated the related display object having said second display mode is recorded under the particular directory [refer to above rejection of claims 14, 16-21, 24, 25, 27 and 30]

***Conclusion***

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Etienne LeRoux whose telephone number is (703) 305-0620.

The examiner can normally be reached on Monday – Friday from 8:00 AM to 4:30 PM.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Safet Metjahic, can be reached on (703) 308-1436.

Any inquiry of a general nature or relating to the status of this application or proceeding should be directed to the receptionist whose telephone number is (703) 305-3900.

Etienne LeRoux

September 5, 2003



**SAFET METJAHIC  
SUPERVISORY PATENT EXAMINER  
TECHNOLOGY CENTER 2100**